

# GRAND

## PENNEY'S

ALWAYS FIRST QUALITY!

### BIG NEW PENNEY'S OPENS IN

4 convenient ways to shop your new Penney's...cash, lay-away (all Penney Charge Cards honored)! Doors open at 9:30 Fri. nights till 9:30...Tues., Wed., Sat. till 5:30! Free parking



**FOR TEENS . . .** A chevron type striped sheath dress in Irish Linen. The sash belt, boat neck and sleeveless detailing are all brand new themes. Tri-colored handling of the stripes are pointed up in gay bold color combinations.

### Svelte Style Demands New Smooth Line

Foundations are most feminine and pretty for Spring! There's an increasing trend to coordination . . . girdles and bras are often matched in color, embroidery or trim, often followed thru with matching lingerie.

Flower motifs and color play an important part in the ultra-feminine look. And there are more colors than ever before to complement the classic whites and blacks. Colors are often combined or tone-on-toned for new interest.

This pretty look also gives rise to an imported or custom-made look, which is achieved by attention to details, such as ribbon-beaded lace shoulder straps, lace panels trimmed with marquisette, nylon sheer and lavish sections of lace.

Many foundations are designed with an eye to specific fashions, such as bras to wear with knitted dresses, bias-control girdles for slim or bias-cut fashions. Bras dive in back, plunge in front are strapless for décolleté styles, have wide-shoulder straps for bateau necklines.

New are the longline and torso backless bras that offer complete support with extreme décolletage. Panty girdles have been designed to meet control requirements for a wide variety of pants, from wide-cut hostess types to skin-tights, and so to all lengths, even beyond the knee. Corsets or long-legged panty girdles achieve the natural body-line silhouette for Spring.

Foundations using "span-dex" have new beauty, control and lightness. It is sheer and delicate, yet wears beautifully, directs curves, rather than constricts.

Full figure foundations are equally feminine with pretty styling, fashion shaping and a lightness achieved with dainty sheers, embroidery and laces.

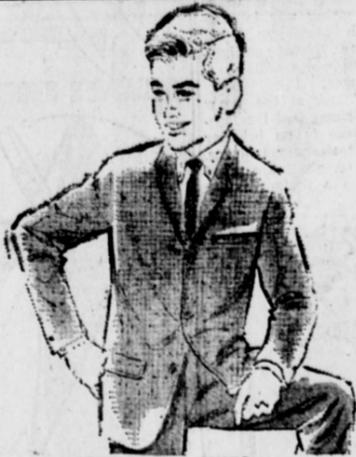
Teen foundations are more sophisticated and attuned to fashion, with convertible bras that feature wide straps, criss-cross back straps of straplessness.

The overall picture is a prettier, more feminine one for under-cover fashions, and a far more colorful one!

#### Horizontal Bags Is New

Fashion arithmetic dictates that the height of the hemline will set the width of the handbag this spring. And as fashion's hemlines are widely varied, leather handbag shapes are more varied than they have been for many years — say fashion authorities.

Harmonizing with knee-length hems are broader "horizontal" bags in smooth, grained, antiqued and suede leathers. These new "wide" bags depend on the soft sheen of their leathers to dramatize their simple lines. For dresses, skirts and coats which drop below the knee, the fashion-wise will carry long vertical envelopes of firm, antiqued calf or an oversized pouchy satchel of suede leather.



#### 2 PIECE BLEND SUITS

They'll be right in style for Spring in Penney's 82% wool-18% Rayon blend suits, with washable slacks. A Junior edition of grown-up smartness. Blue or tan. Sizes 4-10.

Complete Set **7<sup>95</sup>**



#### SAVE ON TODDLER BOYS' HANDSOME SPORT SUIT!

Grown-up styling added to Penney's top craftsmanship! Just the answer for those dress-up occasions . . . quality rayon-acetate blend woven check jacket teams with smart solid color slacks. Blue or olive. 2-3-4.

**5<sup>95</sup>**



#### PERI "PINDOT" NYLON ORGANDY FOR SIS! SAVE!

Feminine Easter finery! That's Penney's delightfully fresh dress-up for big and little sis of "pin dot" flocked nylon organdy! Features full nylon bodice lining. Delicately trimmed with dainty lace. Hand wash.

Sizes 3-6x **5<sup>95</sup>** Sizes 7-14 **6<sup>95</sup>**



#### WASH 'N WEAR BROADCLOTH DRESS SHIRT SPECIAL!

Crisp white quality cotton dress shirt requires little or no ironing. Features short point collar . . . convertible long sleeve cuffs . . . detachable bow tie. Comes ready boxed. A real value!

Sizes 1-2-3 **1<sup>98</sup>**



#### STURDY BOYS' SHOE HAS COMPOSITION SOLE, HEEL

Super-value on Penney's extra-long wearing shoe! Smart-style stitch and turn vamp, moccasin toe. Features durable composition heel and sole. Junior edition of grown-up smartness. Black. C, D 8½-3.

**3<sup>99</sup>**



#### GIRLS' STRAP STYLE EASTER SHOE SAVINGS!

Sis will be right in style for Easter and the summer months ahead in Penney's pert shoes. Features fun bow treatment . . . tear drop styling . . . smooth white leather. Goes with everything! Sizes C 8½-3. White or Patten

**2<sup>99</sup>**



## SEAMLESS VALUE! BUY OF A LIFETIME! FAMOUS GAYMODES®!

Imagine! Penney's nationally famous seamless Gaymodes at this fantastically low, once-in-a lifetime savings! All are luxurious super sheer top quality nylon. Choose from our popular Spring fashion tones that include Suntan and Pebble. Sizes 8½-11. You can afford to charge a year's supply at this amazing price!

**2 pairs \$1**

ORCHIDS FOR THE FIRST 5,000 LADIES! GIFTS FOR THE YOUNGSTERS! HIND